

**ABSTRACT OF THE DISCLOSURE**

5 A print medium is printed on with a printhead of an ink jet printer. The print medium is advanced in an advance direction a predetermined amount. The print medium is printed on with the printhead in an area corresponding to the predetermined amount. A determination is made of an end of printable area on the print medium in the advance direction. The print medium is advanced in the advance direction a minimum reliable move amount, dependent upon the end of printable area determination. The minimum reliable move amount is less than the predetermined amount. The print medium is printed on with the printhead in an area corresponding to the minimum reliable move amount.

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